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TOTAL FOODSERVICE INDUSTRY

MAY 15, 1991

RESTAURANTS & INSTITUTIONS



R&I PRESENTS *The 1991 Ivy Award Winners*

Actuelle

**Bistro De Paris
Restaurant**

Citrus

Fleur De Lys

Frontera Grill

**Jean-Louis
At The Watergate Hotel**

The Boulders

**Bowling Green
State University**

3M Food Services

Poached pear with
butter-scotch
sauce from
Actuelle

**SEE PAGE 4
MORE INSIDE!**



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R&I EXCLUSIVE ... 32
Executive Chef Alain
Giraud, Citrus, Los
Angeles, in the open
kitchen of one of this
year's Ivy-winning
restaurants.

ABOUT THE COVER

Chef Victor Gielisse, C.M.C., poaches pears in pinot noir and serves them with butterscotch sauce at Actuelle, Dallas, one of this year's nine Ivy Award winners.

32 R&I EXCLUSIVE: PRESENTING THE 1991 IVY AWARD WINNERS

The prestigious Ivy Society, founded by this magazine, welcomes nine new members, nominated by past Ivy winners and elected by the industry, as exemplifying outstanding achievements in foodservice. The nine are celebrated in this issue and will be feted during the National Restaurant Association show in Chicago this month. As Ivy comes of age and enters its 21st year, three of the world's most revered master chefs—Paul Bocuse, Roger Vergé and Gaston Lenôtre—and their Bistrot de Paris at Epcot Center in Orlando, Fla., join the Ivy corps.

133 MENU IDEAS FROM AROUND THE COUNTRY

This issue's Menus feature takes a cross-country trip: On the West Coast, the Loews Santa Monica Beach Hotel gives up its beds to make room for the American Film Market's annual con-

vention. In the Midwest, Captain D's adds broiled chicken, shrimp and orange roughly to its menu. And on the East Coast, Chesapeake Bay Seafood Houses launches a creative campaign to help save Chesapeake Bay.

138 THE CLEAN RESTAURANT, PART II: EMPLOYEE HYGIENE

Poor personal hygiene causes more than 90% of the sanitation problems in the foodservice industry. Government statistics show improper hand washing alone accounts for more than 25% of all foodborne illnesses. In Part II of *R&I*'s sanitation series, experts describe in detail proper procedures for reducing cross-contamination in the workplace and suggest ways to deal with a new problem—style vs. safety, including what apparel, jewelry, cosmetics and hair styles can and cannot be worn on the job.

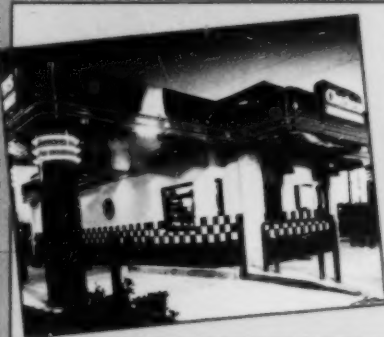
153 NEW PRODUCTS ON EXHIBITION

R&I's Product Catalog previews products for spring and summer menus, many to be on display at the NRA show this month. Among the new food products are chicken strips for grilling, Maryland crab soup and portion-pack cookies.

R&I REPORT

LABOR

WILL DRIVE-THRUS KEEP McD'S, TACO BELL LEADERS OF THE PACK?



The success of the double-drive-thru mavericks is tempting big chains to test low-overhead units for wheeled meals.

Determined to stay at the top of their markets, two of the biggest fast-food chains are now testing ways to become even faster. Taco Bell and giant McDonald's are mixing it up with their double-drive-thru counterparts, hoping to keep the easy-to-build, easy-to-finance units from making further inroads.

Taco Bell, Irvine, Calif., has announced it will test both a single- and a double-drive-thru unit. The No. 1 quick-service Mexican chain bought out the Hot 'N Now drive-thru hamburger concept last winter. Since then, analysts have speculated the company was more interested in adapting Hot 'N Now's service systems to its own Mexican menu than in getting into the burger business. Taco Bell has said it hopes to have 10,000 Mexican restaurants by the end of the '90s, almost triple the number now in operation.

Taco Bell appears convinced of the strength of the drive-thru Mexican market. Apart from the apparent success of regional competitors such as Fajita Junction, San Antonio, or the Chiquita Cafe concept run by Houston-based Two Pesos, there

is the example of its own stores. By the time of the Hot 'N Now purchase last December, the typical Taco Bell unit was taking \$312,000 in orders, or 40% of its annual sales volume, from the drive-thru window.

Meanwhile, burger leader McDonald's, Oak Brook, Ill., reportedly has challenged each of its regional divisions to devise a workable drive-thru-only system, and the results are now moving into early test. One unit in Raleigh, N.C., serves patrons from a pair of windows set up in-line in a building that also houses the cooking area.

Besides fending off the assault of the burger kiosks, McDonald's stand-alone drive-thru test holds possible cost advantages. The version now under consideration needs a staff of 35, compared with the 65-person staff of a standard unit. With neither an inside service counter nor indoor seating, it also requires less than a third of the space needed for a typical McDonald's. Such cuts in overhead might help ease the problem of declining real same-store sales at McDonald's domestic outlets.

—B.Q.

GROWTH STRATEGIES

SAFETY TRAINING CREATES WORKERS' COMPENSATION DIVIDEND

Workers' compensation insurance dividends for the six-unit Eppie's Restaurants totaled \$118,000 last year, according to Eppie Johnson, president of the Sacramento-based dinner-house chain.

Johnson's 1989 insurance premiums exceeded the compensation payments paid out that year by the State Compensation Insurance Fund of California. As a result, the carrier reimbursed Eppie's. He attributes his good fortune to an incentive-based employee safety training program introduced five years ago.

A safety trainer assigned to each store conducts

weekly in-house meetings. In reward, Eppie's offers cash awards and bonuses to the company restaurant whose employees log in the most number of accident-free hours. Prizes range from \$35 gift certificates for employees at units that post a no-time-loss-due-to-accident report for 90 days to a \$50 gift certificate and a chance to participate in a drawing for a trip to Hawaii for an accident-free year.

"One store recorded 460 days without an accident," says Johnson. "Last year, I paid out \$37,000 in bonuses. But, with the dividend check, I got it back. And then some." —B.M.D.

R&I DATA

RECESSION'S WAKE

Restaurant failures rose substantially in 1990. Nationwide, only the Mountain and East North Central regions posted fewer restaurant closings than in 1989. New England was hit hardest last year, followed by the East South Central, Middle Atlantic and Pacific regions. The South Atlantic and West South Central areas of the country experienced only modest increases in restaurant closings.

% change in number of restaurants failures, 1989 to 1990



Source: The Rite & Smith Corp., Economic Analysis Department

ACTION EXPRESS

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